



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Bullock, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	75.1%	Population		11,519	11,364
Modest Income Homes	15.2%	Households		4,013	3,999
Rooted Rural	9.7%	Families		2,696	2,635
		Median Age		36.0	36.9
		Median Household Income		\$23,587	\$25,933

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	40	\$1,093.55	\$4,388,426
Men's	41	\$205.62	\$825,169
Women's	38	\$368.33	\$1,478,112
Children's	47	\$207.43	\$832,412
Footwear	36	\$182.80	\$733,592
Watches & Jewelry	35	\$69.40	\$278,522
Apparel Products and Services ¹	41	\$59.96	\$240,619
Computer			
Computers and Hardware for Home Use	40	\$87.08	\$349,438
Software and Accessories for Home Use	37	\$10.97	\$44,042
Entertainment & Recreation	47	\$1,603.21	\$6,433,667
Fees and Admissions	33	\$200.29	\$803,764
Membership Fees for Clubs ²	34	\$53.94	\$216,447
Fees for Participant Sports, excl. Trips	35	\$39.50	\$158,516
Admission to Movie/Theatre/Opera/Ballet	31	\$46.57	\$186,869
Admission to Sporting Events, excl. Trips	36	\$20.52	\$82,346
Fees for Recreational Lessons	30	\$39.77	\$159,586
TV/Video/Sound Equipment	47	\$551.54	\$2,213,333
Community Antenna or Cable Television	52	\$346.47	\$1,390,385
Color Televisions	40	\$55.26	\$221,756
VCRs, Video Cameras, and DVD Players	46	\$17.92	\$71,920
Video Cassettes and DVDs	47	\$28.33	\$113,688
Video Game Hardware and Software	46	\$15.01	\$60,222
Satellite Dishes	47	\$0.73	\$2,910
Rental of Video Cassettes and DVDs	44	\$26.53	\$106,448
Sound Equipment ³	37	\$58.78	\$235,902
Rental and Repair of TV/Sound Equipment	44	\$2.52	\$10,102
Pets	57	\$249.85	\$1,002,631
Toys and Games	49	\$88.17	\$353,823
Recreational Vehicles and Fees ⁴	57	\$261.18	\$1,048,126
Sports/Recreation/Exercise Equipment ⁵	46	\$105.75	\$424,378
Photo Equipment and Supplies ⁶	43	\$59.20	\$237,575
Reading ⁷	41	\$87.23	\$350,037
Food	49	\$4,126.45	\$16,559,428
Food at Home	51	\$2,567.43	\$10,303,093
Bakery and Cereal Products	51	\$367.19	\$1,473,541
Meat, Poultry, Fish, and Eggs	53	\$698.26	\$2,802,132
Dairy Products	51	\$278.81	\$1,118,877
Fruit and Vegetables	47	\$411.23	\$1,650,282
Snacks and Other Food at Home ⁸	52	\$811.93	\$3,258,261
Food Away from Home	46	\$1,559.02	\$6,256,335
Alcoholic Beverages	41	\$250.51	\$1,005,282
Nonalcoholic Beverages at Home	54	\$236.15	\$947,659



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	21	\$309.91	\$1,243,650
Vehicle Loans	58	\$3,540.77	\$14,209,106
Health			
Nonprescription Drugs	55	\$67.00	\$268,874
Prescription Drugs	67	\$388.95	\$1,560,871
Eyeglasses and Contact Lenses	49	\$40.96	\$164,374
Home			
Mortgage Payment and Basics ⁹	38	\$3,314.18	\$13,299,799
Maintenance and Remodeling Services	39	\$778.39	\$3,123,668
Maintenance and Remodeling Materials ¹⁰	55	\$207.98	\$834,623
Utilities, Fuel, and Public Services	53	\$2,318.53	\$9,304,270
Household Furnishings and Equipment			
Household Textiles ¹¹	42	\$58.18	\$233,480
Furniture	39	\$250.09	\$1,003,604
Floor Coverings	35	\$31.59	\$126,773
Major Appliances ¹²	51	\$150.69	\$604,712
Housewares ¹³	43	\$45.54	\$182,760
Small Appliances	49	\$18.13	\$72,752
Luggage	32	\$3.27	\$13,125
Telephones and Accessories	44	\$20.98	\$84,207
Household Operations			
Child Care	32	\$134.24	\$538,702
Lawn and Garden ¹⁴	59	\$265.40	\$1,065,068
Moving/Storage/Freight Express	39	\$21.10	\$84,671
Housekeeping Supplies ¹⁵	52	\$399.48	\$1,603,121
Insurance			
Owners and Renters Insurance	54	\$260.05	\$1,043,564
Vehicle Insurance	50	\$735.66	\$2,952,198
Life/Other Insurance	52	\$333.35	\$1,337,723
Health Insurance	57	\$1,125.60	\$4,517,026
Personal Care Products ¹⁶	48	\$227.75	\$913,964
School Books and Supplies ¹⁷	41	\$49.07	\$196,902
Smoking Products	64	\$311.21	\$1,248,874
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	57	\$3,249.42	\$13,039,906
Gasoline and Motor Oil	58	\$1,178.70	\$4,730,141
Vehicle Maintenance and Repairs	48	\$512.07	\$2,054,941
Travel			
Airline Fares	32	\$132.14	\$530,284
Lodging on Trips	40	\$162.54	\$652,279
Auto/Truck/Van Rental on Trips	29	\$12.66	\$50,808
Food and Drink on Trips	41	\$192.52	\$772,592

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.